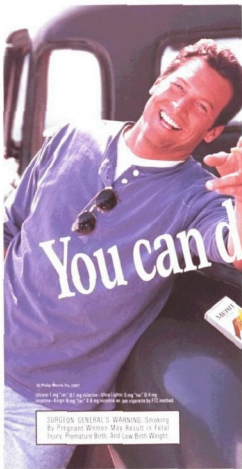


LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.

AD# 2914-C2 REG # M51634 "TRUCKIN' MARK" PG. 4/C BLD(B 1/2 x 11 1/4) NATIONAL MAGAZINE 1997



You can
switch down to
a lower tar
and enjoy smooth,
satisfying taste.



You've
got
MERIT

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Ultra 1 mg "tar," 0.1 mg nicotine—Ultra Lights 0.9 mg "tar," 0.4 mg
nicotine—Extra 0.9 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.**



"2061036195"

B DREVENY/L LARSEN/M CAULFIELD/E DOWD